## **The Oracle Brand Identity** Color Palette and Typography

Color and typography are two of the most effective elements ensuring a clear and consistent presentation of the Oracle brand identity and are essential to maintaining a strong worldwide brand. The logos must never be reproduced in any other colors or typefaces than those specified.

### Colors

**Oracle Red**

| | |
|---|---|
| Pantone | PMS 485 C |
| Process | 0C, 100M, 100Y, 0K |
| RGB | 55R, 0G, 0B |
| Hexadecimal | =FF0000 |

**Oracle Black**

| | |
|---|---|
| Pantone | PMS Black C |
| Process | 0C, 0M, 0Y, 100K |
| RGB | 0R, 0G, 0B |
| Hexadecimal | =000000 |

**Oracle Grey**

| | |
|---|---|
| Pantone | PMS Black C (50%) |
| Process | 0C, 0M, 0Y, 50K |
| RGB | 127R, 127G, 127B |
| Hexadecimal | =7F7F7F |

### Typography

Univers 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

**Univers 65**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**123456789**

Garamond 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

*Garamond 3 Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*123456789*

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## Education Certification Logos

The Oracle brand identity architecture was developed to bring a common look and feel to the brands under the Oracle brand umbrella. It is based on the Oracle signature and includes a descriptive name that identifies each Oracle-branded education certification logos. Each brand identity was created using the corporate fonts and color palette. No brand identity should ever be altered.

### Tier One Education Certification Logos

ORACLE®
Certified Master

ORACLE®
Professional

ORACLE®
Certified Associate

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## **Education Certification Logos** Logo Elements and Proportions

**Color and Typography of Logo Elements**

1. Color: Oracle Red
   Typeface: None
2. Color: Oracle Gray
   Typeface: None
3. Color: Oracle Black
   Typeface: Univers 65

**X-height**
x is the height of the Oracle signature.

The logo is made up of several elements—the Oracle signature (1), dividing rule (2), and education certification name (3). Each element has a specific spatial relationship to other elements within the logo. The dividing rule must be at minimum the same width as the Oracle logotype, and at maximum the width of the education certification name. This education certification name must be written in upper- and lower-case text. The education certification name has a maximum of 20 characters per line of text; if the education certification name is longer than 20 characters, then continue onto a second line (please do not use hyphens; whole words only). These relationships must remain consistent throughout every use of the logo.

**Tier One Education Certification Logos**

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## **Education Certification Logos** Clear Space

**X-height**
x is the height of the Oracle signature.

The logo should never have to compete visually with other graphical elements. Minimum clear space has been established (x). Clear space (x) is equal to the measurement of the height of the Oracle signature (see diagram below). Never use less than the minimum clear space. Clear space is relative to the size of the Oracle signature.

**Tier One Education Certification Logos**

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## **Education Certification Logos** Minimum Size

The logo should always be large enough to ensure legibility. By establishing a minimum size, Oracle ensures the logo is always prominent and readable at reduced sizes. The minimum size measurement refers to the width of the Oracle signature. There is a print (printed materials) and pixel (on screen) minimum size requirement.

**Print Minimum Size**

**Pixel Minimum Size**

**Tier One Education Certification Logos**

17.5mm

57 pixels

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## **Education Certification Logos** Color Usage

**Unacceptable Color Usage**

Never change the color of the Oracle signature.

Never create one-color logos with other Oracle colors.

Never use unapproved colors.

The logo is designed with the use of three colors: Oracle Red, Oracle Gray, and Oracle Black. Please refer to page 1 for color specifics. The use of white backgrounds is preferred. The logo is also designed as a single black-and-white (one-color) option for specific applications, i.e., newspaper advertising. This color usage applies to all tier one and tier two education certification logos.

**Three-Color Logo**

ORACLE®
Certified Master

**Black-and-White Logo (One-Color)**

ORACLE®
Certified Master

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## **Education Certification Logos** Background Control

The three-color and black-and-white logo on a white background is always preferred. Using the logos on black/dark backgrounds is acceptable but not recommended. Most importantly, make sure the Oracle education certification logos are always legible. This color usage applies to all tier one and tier two education certification logos.

### Unacceptable Background Usage

Never allow colors to vibrate.

Always make sure there is enough contrast.

Never place logo on a 4-color photography that impacts legibility.

Never use logo as a pattern.

Never stretch the logo.

Never use a drop shadow.

### Preferred Usage

### Acceptable Usage

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